Appendix C. 2019 CTP E-blast Survey Audience Analysis Study Timeline

Post-IRB and OMB Approval	
By Week 1	• Program (code) the online survey, and create a unique URL for the survey.
By Week 2	• Conduct internal team pretest of the technical aspects of the online survey. • Assess any problems with the survey instrument based on the pretest.
By Week 3	• Modify the survey instrument based on the pretest observations.
Survey Launch	
By Week 4	• Send an email invitation to complete the survey to the approximately 42,500 CTP e-blast subscribers.
Week 4	• Begin fielding the survey.
Week 5	• Send the first reminder to CTP e-blast subscribers to complete the survey.
Week 6	• Send the second reminder to CTP e-blast subscribers to complete the survey.
Weeks 4, 5, 6	• Engage in quality assurance of ongoing survey completion (checking for accuracy and missing data). • Monitor the number of completed surveys on an ongoing basis.
Survey Data Analysis	
Week 7	• Analyze quantitative data. • Generate cross-tabs as necessary.
Week 8	• Analyze respondents' qualitative and narrative comments submitted to the "Other: Please specify: ___" response options and the last open-ended survey question.
Week 9	• Select and present the most interesting and revealing cross tab visuals. • Develop key summary pictorials (e.g., bar charts, pie charts). • Write a narrative summary report of the survey findings, develop a one-page CTP e-blast subscriber "persona" as informed by the findings, and develop a PowerPoint presentation as a tool for verbally presenting the findings.